

**CONTRACT**

**WOIO**  
 1717 East 12th Street  
 Cleveland, OH 44114  
 (216) 771-1943

<b>Contract / Revision</b> 808241 /		<b>Alt Order #</b>
<b>Product</b> OH US SEN JOSH MANDEL AUG13-AUG20		
<b>Contract Dates</b> 08/14/12 - 08/20/12		<b>Estimate #</b> 2602
<b>Advertiser</b> Mandel, J/US Senate/R		<b>Original Date / Revision</b> 08/13/12 / 08/13/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WOIO	<b>Account Executive</b> House WOIO/WUAB	<b>Sales Office</b> Cleveland Local
<b>Special Handling</b> Cash In Advance		
<b>Demographic</b> Adults 35+		
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

And:

**Strategic Media Placement.**  
 7669 Stagers Loop  
 Delaware, OH 43015

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WOIO	08/15/12	08/17/12	Action News at 6a	6-7a		:30			NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	--W-F--				2	\$125.00			
N 2	WOIO	08/16/12	08/16/12	Price is Right	11a-12p		:30			NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	---T---				1	\$525.00			
N 3	WOIO	08/20/12	08/20/12	Price is Right	11a-12p		:30			NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/20/12	08/26/12	M-----				1	\$525.00			
N 4	WOIO	08/17/12	08/17/12	CBS Soaps	1230-2p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	----F--				1	\$600.00			
N 5	WOIO	08/14/12	08/14/12	Action News at 4p	4-5p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	-T-----				1	\$450.00			
N 6	WOIO	08/17/12	08/17/12	Action News at 5p	5-6p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	----F--				1	\$500.00			
N 7	WOIO	08/20/12	08/20/12	Action News at 5p	5-6p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/20/12	08/26/12	M-----				1	\$500.00			
N 8	WOIO	08/15/12	08/16/12	Action News at 6p	6-630p		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	--WT---				2	\$700.00			
N 9	WOIO	08/19/12	08/19/12	SU Action News at 630p	630-7p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	-----S				1	\$500.00			
N 10	WOIO	08/15/12	08/17/12	Action News at 11p	11-1135p		:30			NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	--W-F--				2	\$1,000.00			
N 11	WOIO	08/18/12	08/18/12	Lt Sa Action News at 11p	11p-2a		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



**WOIO**  
**1717 East 12th Street**  
**Cleveland, OH 44114**  
**(216) 771-1943**

<u>Contract / Revision</u>	<u>Alt Order #</u>
808241 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/14/12 - 08/20/12	OH US SEN JOSH MAN	2602

<u>Advertiser</u>	<u>Original Date / Revision</u>
Mandel, J/US Senate/R	08/13/12 / 08/13/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 -----S- 1 \$375.00												
N 12	WOIO	08/20/12	08/20/12	Mon Hour 1	8-9p		:30			NM	1	\$1,300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12 08/26/12 M----- 1 \$1,300.00												
N 13	WOIO	08/14/12	08/17/12	Action News at 6p	6-630p		:15/:15			BK	2	\$1,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 -T--F-- 2 \$700.00												
N 14	WOIO	08/20/12	08/20/12	Action News at 6p	6-630p		:15/:15			BK	1	\$700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12 08/26/12 M----- 1 \$700.00												
N 15	WOIO	08/14/12	08/16/12	Action News at 11p	11-1135p		:15/:15			BK	2	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 -T-T--- 2 \$1,000.00												
N 16	WOIO	08/14/12	08/16/12	Action News at 6a	6-7a		:15/:15			BK	2	\$250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 -T-T--- 2 \$125.00												
N 17	WOIO	08/20/12	08/20/12	Action News at 6a	6-7a		:15/:15			BK	1	\$125.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12 08/26/12 M----- 1 \$125.00												
N 18	WOIO	08/14/12	08/14/12	Price is Right	11a-12p		:15/:15			BK	1	\$525.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 -T----- 1 \$525.00												
N 19	WOIO	08/15/12	08/15/12	CBS Soaps	1230-2p		:15/:15			BK	1	\$600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 --W---- 1 \$600.00												
N 20	WOIO	08/20/12	08/20/12	CBS Soaps	1230-2p		:15/:15			BK	1	\$600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12 08/26/12 M----- 1 \$600.00												
N 21	WOIO	08/16/12	08/16/12	Action News at 4p	4-5p		:15/:15			BK	1	\$450.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 ---T--- 1 \$450.00												
N 22	WOIO	08/15/12	08/15/12	Action News at 5p	5-6p		:15/:15			BK	1	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 --W---- 1 \$500.00												
N 23	WOIO	08/19/12	08/19/12	Lt Su Action News at 11p	11p-2a		:15/:15			BK	1	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 -----S 1 \$400.00												
N 24	WOIO	08/20/12	08/20/12	Action News at 11p	11-1135p		:30			NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12 08/26/12 M----- 1 \$1,000.00												
<b>Totals</b>											<b>30</b>	<b>\$17,475.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 -08/20/12	30	\$17,475.00	\$14,853.75
<b>Totals</b>	<b>30</b>	<b>\$17,475.00</b>	<b>\$14,853.75</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



JOSH MANDEL

808241

Revision #: 0 Date: 8/13/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 2602  
Media: TV Description: OH US SEN JOSH MANDEL AUG 13-AUG 20  
Product: GENERAL Flight Start Date: 8/14/12 5:00:00 AM  
Market: Cleveland Flight End Date: 8/20/12 4:59:00 AM

*Handwritten signature/initials*

Separation between spots: 30

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Days							Total Spots
						Tue 8/14	Wed 8/15	Thu 8/16	Fri 8/17	Sat 8/18	Sun 8/19	Mon 8/20	
WOIO-TV													
86	MTuWThF 6:00a-7:00a ACTN NWS-MORN<	EM	\$125.00	\$106.25	30	0	1	0	1	0	0	0	2
87	MTuWThF 11:00a-12:00p PRICE-RT 1-CBS/PRICE-RT 2-CBS	DT	\$525.00	\$446.25	30	0	0	1	0	0	0	1	2
88	MTuWThF 12:30p-2:00p YOUNG&RESTLESS<	DT	\$600.00	\$510.00	30	0	0	0	1	0	0	0	1
89	MTuWThF 4:00p-5:00p ACTN NWS 1ST@4<	EF	\$450.00	\$382.50	30	1	0	0	0	0	0	0	1
90	MTuWThF 5:00p-6:00p ACTN NWS-5 PM<	EN	\$500.00	\$425.00	30	0	0	0	1	0	0	1	2
91	MTuWThF 6:00p-6:30p ACTN NWS-SIX<	EN	\$700.00	\$595.00	30	0	1	1	0	0	0	0	2
92	Su 6:30p-7:00p NEWS	EN	\$500.00	\$425.00	30	0	0	0	0	0	1	0	1
93	MTuWThF 11:00p-11:35p ACTN NWS-ELEVN<	LN	\$1,000.00	\$850.00	30	0	1	0	1	0	0	1	3
94	Sa 11:00p-11:35p NEWS	LN	\$375.00	\$318.75	30	0	0	0	0	1	0	0	1
96	M 8:00p-9:00p HW I-MOTHR-CBS/2BROKE GRL-CBS	PT	\$1,300.00	\$1,105.00	30	0	0	0	0	0	0	1	1
262	MTuWThF 6:00p-6:30p ACTN NWS-SIX<	EN	\$350.00	\$297.50	15	2	0	0	2	0	0	2	6

# JOSH MANDEL

Revision #: 0 Date: 8/13/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 2602  
 Media: TV Description: OH US SEN JOSH MANDEL AUG 13-AUG 20  
 Product: GENERAL Flight Start Date: 8/14/12 5:00:00 AM  
 Market: Cleveland Flight End Date: 8/20/12 4:59:00 AM

Separation between spots: 30

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days	Tue 8/14	Wed 8/15	Thu 8/16	Fri 8/17	Sat 8/18	Sun 8/19	Mon 8/20	Total Spots
<b>WOIO-TV</b>													
263	MTUWTHF 11:00p-11:35p ACTN NWS-ELEVN<	LN	\$500.00	\$425.00	15	2	0	2	0	0	0	0	4
330	MTUWTHF 6:00a-7:00a ACTN NWS-MORN<	EM	\$62.50	\$53.13	15	2	0	2	0	0	0	2	6
331	MTUWTHF 11:00a-12:00p PRICE-RT 1-CBS/PRICE-RT 2-CBS	DT	\$262.50	\$223.13	15	2	0	0	0	0	0	0	2
332	MTUWTHF 12:30p-2:00p YOUNGARESTLESS<	DT	\$300.00	\$255.00	15	0	2	0	0	0	0	2	4
333	MTUWTHF 4:00p-5:00p ACTN NWS 1ST@4<	EF	\$225.00	\$191.25	15	0	0	2	0	0	0	0	2
334	MTUWTHF 5:00p-6:00p ACTN NWS-5 PM<	EN	\$250.00	\$212.50	15	0	2	0	0	0	0	0	2
335	Su 11:00p-11:35p NEWS	LN	\$200.00	\$170.00	15	0	0	0	0	0	2	0	2
<b>Total Spots:</b>					9	7	8	6	1	3	10		44
<b>Total Cost:</b>			\$17,475.00	\$14,853.79									
<b>Total</b>			AUG 12 \$17,475.00	\$14,853.79									44

Disclaimer:

Signature: \_\_\_\_\_



# Summary by Station/System

Date: 8/13/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 2602  
Media: TV Description: OH US SEN JOSH MANDEL AUG 13-AUG 20  
Product: GENERAL Flight Start Date: 8/14/12 5:00:00 AM  
Market: Cleveland Flight End Date: 8/20/12 4:59:00 AM

Separation between spots: 30

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WOIO-TV	44	\$17,475.00	100%	\$14,853.79	100%
Market Total:	44	\$17,475.00		\$14,853.79	